Labour Market Briefing – January 2025



Introduction

This briefing contains the most recent data from the standard Claimant Count and Universal Credit registers (both counts taken on <u>12th December 2024</u>). The briefing also the latest available data on payrolled employment, job postings, NEETs, business start-ups and active companies.

For more information about the data in the briefing or to be added / removed from the distribution list, please contact Ginny Murphy, Senior Analyst, Cumberland Council. Email: ginny.murphy@cumberland.gov.uk Tel: 07826 859026. Copies of this and other briefings can be found on the Observatory website: www.cumbriaobservatory.org.uk.

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1. KEY FINDINGS FOR CUMBRIA

- There were estimated to be 225,338 <u>payrolled</u> employees resident in Cumbria in Dec 2024, an increase of 30 from the revised Nov figure. This means there are 1,041 more residents in payrolled employment than this time last year. Note: these data measure those on PAYE payrolls which is not the same as total employment as it doesn't include self-employment or other non-PAYE employment.
- Median monthly payrolled earnings in Dec 2024 in Cumbria were £2,347 which is 96% of the
 UK average. They were highest in West Cumbria (102% of UK) but lower in East Cumbria (91%
 of UK) which is partly to be expected due to the sector balance and the prevalence of part time
 jobs in the latter area (NB: these are the ITL areas which are not the same as the unitary areas).
- Median payrolled earnings growth in Cumbria year on year was 6.2% with annual growth now back above the UK rate of growth (UK 5.6%).
- Survey estimates for the year ending Sep 2024 suggest that the proportion of 16-64 year olds in employment in Cumbria was 77.5% compared to the national average of 75.4% (the degree of survey error means this is not significant). The rate was 77.8% in Cumberland and 77.1% in Westmorland & Furness (survey error is even more significant at this level).
- The economic inactivity rate (those not working or actively looking for work) was estimated to be 20.6% in the year to Sep 2024 (approx. 59,400 residents), below the national rate of 21.6%. It was lower in Cumberland (19.8%) than Westmorland & Furness (21.7%) although survey error makes this unreliable. Over 83% of the inactive in Cumbria do not currently want a job.
- The annual estimates of qualification levels suggest that 34.4% of working age residents in Cumbria were qualified to level 4 or above (eg degree) which, even allowing for the degree of survey error, is lower than the national average of 47.1%.
- There were 6,855 claimants of JSA / UC (out of work and seeking work) in Dec 2024, which is 160 fewer than the revised Nov figure, largely because of a reduction of 140 in female claimants. The count fell in all former district areas except Copeland and was mainly as a result of a reduction in the number of female claimants (down by 140).
- Compared to the same time last year, the claimant count (actively seeking work) is 225 higher an increase of 3.4% which is much smaller than the rise of 12.1% nationally.

- The claimant rate (actively seeking work) in Cumbria was 2.3% in Dec 2024 down 0.1 from Nov and it remains below the national rate of 4.1% in all the former district areas. The claimant rate in Cumbria is 0.1ppt higher than a year ago (nationally it is 0.4ppt higher).
- Claimant rates (of those actively seeking work) are below the national average in all age groups at Cumbria level. Previously rates for 18-24 year olds in Barrow have always been above the national average for that age group but in Dec the rate fell just below the national rate (5.2% v 5.3%). This has not occurred in any month since data were first available in 1992.
- There were 42,780 claimants of Universal Credit in Cumbria in Dec 2024 (in work, out of work or not required to seek work), a rise of 664 (1.6%) from the revised Nov figure and 4,979 more UC claimants than a year ago (+13.2%).
- The number of UC claimants fell again in the searching/planning/preparing group (-117) but rose in the working conditionality group (+361) and the no work requirements group (+425).
- The UC claimant rate for all UC claimants was 14.3% in Dec 2024 compared to 17.9% nationally
 and the rate was below the national rate in all 6 former districts. However, UC claimant rates
 for 18-24 year olds were above the national average in Allerdale, Barrow and Copeland and
 were also above the national average for 25-34 year olds year olds in Allerdale, Barrow, Carlisle
 and Copeland.
- 31,101 of the UC claimants had been claiming for more than 12 months in Dec 2024, an increase
 of 608 from Nov and 2,262 more than a year ago. This means 73% of UC claimants have been
 claiming for more than a year.
- In Sep 2024, 15,639 UC claimants were on "UC health" which is 5.2% of all working age residents (aged 16-64) compared to 5.5% nationally. The rate of UC Health claimants was above the national average in the former districts of Allerdale (6.5%), Barrow (6.4%), Carlisle (5.7%) and Copeland (6.4%) but lower in Eden (3.1%) and South Lakeland (3.1%).
- The number of UC claimants on "UC health" has risen by 18.4% (+2,431) in the year to Sep 2024 in Cumbria even though the overall number of UC claimants has only risen by 13.9% over the same period. UC Health claimant now make up 37.9% of all UC claimants which is higher than the national proportion (31.9%).
- Data for households on Universal Credit are published quarterly and the latest are for Aug 2024.
 This shows that there were 34,997 households in receipt of Universal Credit, up by 3,764 (12.1%) from a year previously.
- There were an estimated 32,322 children/young people under the age of 20 living in Universal Credit households Aug 2024 which is 4,354 more than a year ago (+19.9%).
- There were 322 young people (aged 16/17) classed as NEET (inc not knowns) in Nov 2024 which is 31 fewer than in Oct. A fall is expected at this time of year as most young people have made their post-16 choices. There were 216 NEET/NKs in Cumberland and 106 in Westmorland & Furness.
- The NEET rate was 3.1% in Cumbria in Nov 2024, down 0.3ppt from Oct but 0.1ppt higher than a year ago. The rate was 3.6% in Cumberland and 2.3% in Westmorland & Furness. No national comparison is possible at this time of year as many areas do not undertake tracking activity until young people are settled in their post-16 destination.
- The participation rate for 16/17 year olds was 90.5% in Cumbia in Nov 2024 (88.8% in Cumberland and 92.7% in Westmorland & Furness).
- According to Lightcast there were 7,796 active online job postings in Dec 2024, 406 fewer than
 in Nov (-5.0%) with decreases all former districts except Copeland and South Lakeland which
 saw small increases. The volume of new postings during the month fell by 494 (-13.8%).
- The occupations most in demand were care workers, cleaners & domestics and kitchen & catering assistants.
- The sectors accounting for most postings were employment activities (usually recruitment companies), health, manufacture of other transport equipment, retail and food & beverage services.
- Job-related skills most in demand were export control, security and project management, whilst the personal attributes most in demand were communication, management and customer service.
- The recruiting organisations with the most active job postings were BAE Systems and the NHS.
- There were 459 small business start-ups in the quarter ending Nov 2024 which is 25 fewer than last quarter and 133 fewer than the same quarter last year.
- Start-ups were highest in real estate & professional services (100), retail & wholesale (82), construction (63 and recreation, personal & community services (59).

- There were 165 new Companies House incorporations in Nov 2024, 55 fewer than in Oct and 91 fewer than in Nov last year.
- There were 218 businesses newly recorded as dissolved/in liquidation during Dec 2024.
- There were 30.615 active companies in Cumbria at the end of Dec 2024, 40 fewer than in Nov.
- Of the active businesses in Dec 2024, 1,803 had posted financial results showing a 10% increase in employment and/or turnover in their most recent accounts (5.9% of businesses) whilst 1,450 had posted results showing a 10% decline in one or both measures (4.7% of all businesses) (note: the majority of businesses do not file detailed financial accounts).
- Of the active business in Dec 2024, 670 had a high risk credit score (1-20) which represents 4.2% of those on the system with a credit score (UK 6.8%).

2. NATIONAL LABOUR MARKET OVERVIEW (Source: ONS release)

NB: Unless stated otherwise, unemployment figures in the national overview use a survey-based method which is different to the claimant-based method used for local areas. Therefore these figures <u>should not</u> be compared to the local area data.

- Please see the cautionary note from ONS about the reliability of Labour Force Survey (LFS) estimates here Employment in the UK - Office for National Statistics
- Estimates for payrolled employees in the UK decreased by 32,000 (0.1%) between October and November 2024 but rose by 95,000 (0.3%) between November 2023 and November 2024.
- Payrolled employees fell by 11,000 (0.0%) over the quarter but rose by 134,000 (0.4%) over the year, when looking at September to November 2024. This is the period comparable with our Labour Force Survey (LFS) estimates.
- The early estimate of payrolled employees for December 2024 decreased by 47,000 (0.2%) on the month and decreased by 8,000 (0.0%) on the year to 30.3 million. The December 2024 estimate should be treated as a provisional estimate and is likely to be revised when more data are received next month.
- The UK employment rate for people aged 16 to 64 years was estimated at 74.8% in September to November 2024. This is largely unchanged on a year ago, but down in the latest quarter.
- The UK unemployment rate for people aged 16 years and over was estimated at 4.4% in September to November 2024. This is above estimates of a year ago, and up in the latest quarter.
- The UK economic inactivity rate for people aged 16 to 64 years was estimated at 21.6%
 September to November 2024. This is below estimates of a year ago, and down in the latest quarter.
- The UK Claimant Count for December 2024 increased slightly on the month and is up on the year, at 1.744 million.
- The estimated number of vacancies was 812,000 in the UK in October to December 2024; this is a decrease of 24,000, or 2.9%, from July to September 2024.
- Vacancy numbers have been decreasing for two and a half years, with quarterly decreases in 10 of the 18 industry sectors in October to December 2024.
- Total estimated vacancies were down by 118,000 (12.7%) in October to December 2024 from the level of a year ago; however, they remained 16,000 (2.0%) above their pre-coronavirus (COVID-19) pandemic January to March 2020 levels.
- The number of unemployed people per vacancy was 1.9 in September to November 2024, up by 0.2 from 1.7 in the previous quarter (June to August 2024).
- Annual growth in employees' average earnings for both regular (excluding bonuses) and total earnings (including bonuses) was 5.6%.
- Annual growth in real terms, adjusted for inflation using the Consumer Prices Index including owner occupiers' housing costs (CPIH), was 2.5% for regular pay and 2.4% for total pay.
- Annual average regular earnings growth for the private sector was 6.0%, while for the public sector, it was 4.1%.
- Regular growth rates across the broad sectors were similar, at around 6.0%, except for the public sector.

3. PAYROLLED EMPLOYMENT & EARNINGS

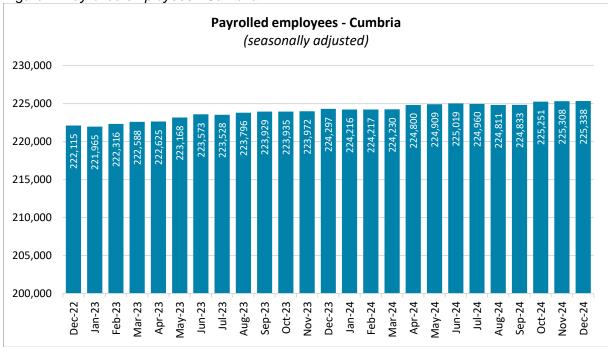
These data are from HMRC's Pay As You Earn (PAYE) Real Time Information (RTI) system. The dataset covers employees payrolled by employers and not self-employment income or income from other sources such as pensions so is <u>not a measure of total employment</u>. Payrolled employees are recorded at their place of residence not work and latest month figures are a "flash estimate" which is revised in the subsequent publication. Unless otherwise stated, figures here are seasonally adjusted.

NB: District data are released quarterly, the ITL areas of West Cumbria (Allerdale, Copeland, Barrow) and East Cumbria (Carlisle, Eden, South Lakeland) are released monthly.

3a. Payrolled employees (seasonally adjusted)

There were estimated to be 225,338 residents in Cumbria in payrolled employment in Dec 2024, an increase of 30 from the revised Nov total and 1,041 more than a year ago, an annual increase of 0.5% compared to no increase nationally.

Figure 1: Payrolled employees - Cumbria



Source: HMRC / ONS. Latest month data are always provisional.

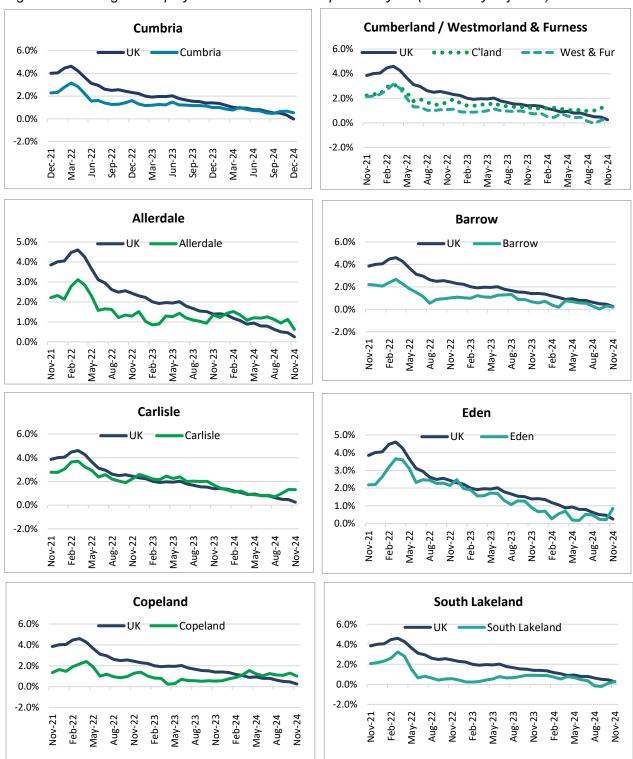
Figure 2: Payrolled employees - Seasonally adjusted

Payrolled employees (seasonally adjusted)												
	Dec 2024 Month change One year change											
	No	No	%	No	%							
UK	30,339,686	-46,922	-0.2%	-8,407	0.0%							
England	25,768,913	-33,461	-0.1%	250	0.0%							
Cumbria	225,338	30	0.0%	1,041	0.5%							
West Cumbria ITL	104,485	-33	0.0%	426	0.4%							
East Cumbria ITL	120,854	64	0.1%	616	0.5%							

Source: HMRC / ONS. District/unitary data are only released quarterly. Latest month data are provisional.

These charts show the % annual change in payrolled employees each month (seasonally adjusted) compared to the same month the previous year. NB: district / unitary data only updated quarterly.

Figure 3: % change in employees from same month previous year (seasonally adjusted)



Source: HMRC / ONS. District/unitary data are released quarterly. Latest month data are provisional.

3b. Median monthly pay (seasonally adjusted)

Median monthly pay for employees in Cumbria was £2,347 in Dec 2024 which is 96% of the UK average. There was a variation between West and East Cumbria with earnings in West Cumbria (Allerdale, Copeland, Barrow) just above the UK average (102%) but those in East Cumbria (Carlisle, Eden, South Lakeland) only 91%. Median earnings data are not available for the unitary areas.

Median earnings in Cumbria have been growing more quickly than nationally over 1, 2 and 3 years.

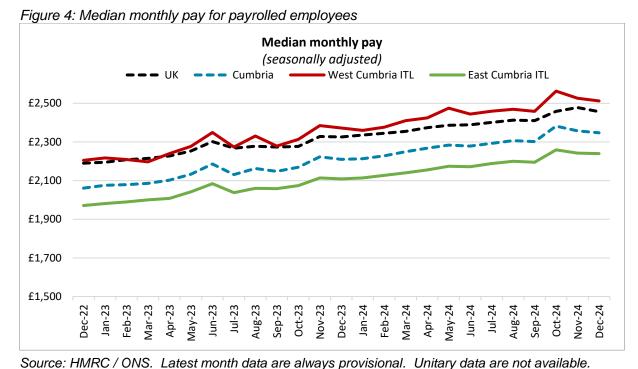


Figure 5: Median pay for payrolled employees

Median monthly pay (seasonally adjusted)												
	Dec 2024 UK Index Month change One year change											
No Index No % No %												
UK	2,457	100	-21	-0.8%	131	5.6%						
Cumbria	2,347	96	-10	-0.4%	137	6.2%						
West Cumbria ITL	2,512	102	-14	-0.6%	140	5.9%						
East Cumbria ITL	2,240	91	-2	-0.1%	131	6.2%						

Source: HMRC / ONS. District data are only released quarterly. Unitary data are not available. Latest month data are always provisional.

4. ANNUAL POPULATION SURVEY (released quarterly – next release Apr 25)

The Annual Population Survey is a residence-based labour market survey from ONS encompassing population, economic activity (employment + unemployment), economic inactivity and qualifications. It is released quarterly with each release providing data for a 12 month period.

NOTE: Sample sizes are small in Cumbria which means the margins of error in the data are relatively high, particularly below the level of the two unitary authorities. For example, the employment rate has an average error margin of +/- 4% in each of the two unitaries compared to just 0.2% nationally and this should be taken into account when making comparisons between areas and changes over time should be treated with caution.

In the year ending Sep 2024, an estimated 77.5% of Cumbria's working age population (aged 16-64) was in employment which is slightly higher than the national figure of 75.4% but the degree of survey error means this is not significant. The rate was higher in Cumberland (77.8%) than in Westmorland & Furness (77.1%) although survey error is even more significant at this level of geography so this difference should be treated with caution.

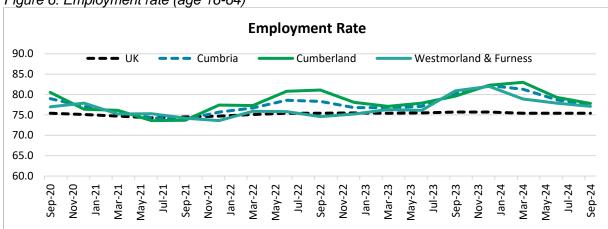
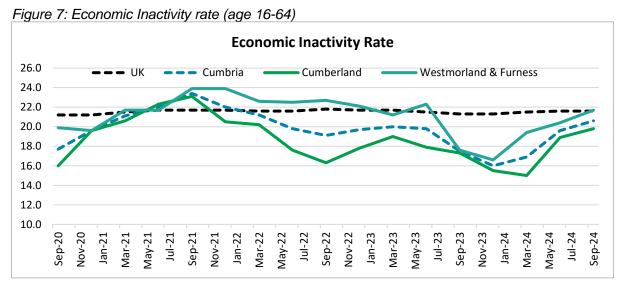


Figure 6: Employment rate (age 16-64)

Source: ONS Annual Population Survey

A person is deemed economically inactive if they are neither in work nor available for work (someone out of work but actively looking and available for work is classified as unemployed). In the year ending Sep 2024, the inactivity rate in Cumbria was estimated to be 20.6% which is lower than the national average of 21.6%. This equates to approximately 59,400 inactive residents. The inactivity rate in Cumbria is lower than before the pandemic, although the margin of survey error means this may not be significant. The survey estimates that 83% of those who are inactive do not want a job which is similar to the national average.



Source: ONS Annual Population Survey

The Annual Population Survey also provides annual estimates of qualification levels among the working age population using the Regulated Qualifications Framework (RQF) levels. The data are only released once a year and in Dec 2023 Cumbria was estimated to have a lower proportion of working age residents qualified to Level 4 or above than nationally (eg degree, Level 4 NVQ, Higher Apprenticeship) or higher. Even allowing for the margin of error in the dataset, this appears to be a genuine difference. Cumbria has a higher proportion qualified up to level 3 than nationally (eg A level, level 3 NVQ, Advanced Apprenticeship) which reflects the higher than average progression into Apprenticeships locally. NB: the data for the two unitaries should be treated with caution due to survey error.

The survey suggests that the proportion of residents qualified to level 4+ has fallen in Cumbria but due to survey error, we cannot say if this is significant or not. ONS is due to increase the sample size which should improve reliability for local areas.

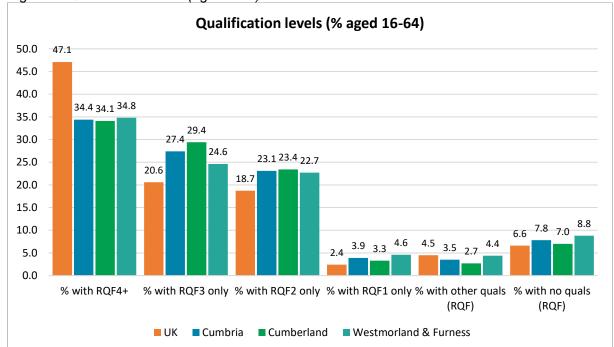


Figure 8: Qualification levels (age 16-64) – Dec 2023

Source: ONS Annual Population Survey

5. UNEMPLOYMENT (CLAIMANTS) (released monthly) - count 12th Dec 2024

Important notes: The claimant count measures those on Job Seekers Allowance and those on Universal Credit who are required to seek work. It is not the same as the internationally agreed definition of unemployment which includes non-claimants and which is derived from a survey and published at national level on a monthly basis (see section 2). Similar figures are not available on a reliable or timely basis for local areas.

<u>Please see Appendix 1 at the end of the briefing for ward level data and data for Community Panel</u> (Cumberland) / Locality Board (Westmorland & Furness) areas.

NB: in May the Administrative Earnings Threshold (AET) increased meaning individuals earning below £892 (£1,437 for couples) per assessment period are required to take steps to increase their earnings. Whilst this does not directly change the number of claimants, it has the effect of bringing more of them into the claimant count.

The number of claimants in Cumbria actively seeking work in Dec 2024 fell by 160 compared to the revised Nov figure, down to a total of 6,855 which is a monthly decrease of -2.3% (UK rose 0.2%). The count fell in all former district areas except Copeland. The claimant rate in Cumbria was 2.3% which is below the national rate of 4.1% and is down 0.1ppt from last month. The claimant count at county level is 225 higher than a year ago and the rate is 0.1ppt higher.

Figure 9: Standard Claimant Count - Dec 2024

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	Male		Fema	ile	All Pers	All Persons		Monthly Change (all persons)			Annual Change (all persons)		
	No	Rate	No	Rate	No	Rate	No	% chg	Rate chg	No	% chg	Rate chg	
UK	952,065	4.6	777,905	3.6	1,729,970	4.1	3,630	0.2	0.0	186,510	12.1	0.4	
Cumbria	3,820	2.6	3,035	2.0	6,855	2.3	-160	-2.3	-0.1	225	3.4	0.1	
Cumberland	2,380	2.9	1,850	2.2	4,230	2.6	-55	-1.2	0.0	150	3.7	0.1	
Allerdale	830	3.0	700	2.4	1,530	2.7	-35	-2.1	-0.1	55	3.6	0.1	
Carlisle	935	2.8	760	2.2	1,695	2.5	-25	-1.3	0.0	50	3.2	0.1	
Copeland	615	3.0	390	1.9	1,005	2.5	5	0.3	0.0	45	4.9	0.1	
Westmorland & Furness	1,435	2.1	1,185	1.8	2,620	2.0	-110	-4.0	-0.1	75	2.9	0.1	
Barrow	705	3.4	490	2.4	1,195	2.9	-35	-2.8	-0.1	-5	-0.3	0.0	
Eden	280	1.7	280	1.7	560	1.7	-45	-7.1	-0.1	35	6.3	0.1	
South Lakeland	455	1.5	415	1.4	870	1.4	-30	-3.3	0.0	45	5.5	0.1	
of which LDNPA	175	1.5	150	1.3	325	1.4	10	3.8	0.0	10	2.8	0.0	

Source: ONS/DWP, due to rounding, totals may not sum. Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of population within NP. LDNPA data are also included in relevant district.

The following table shows the claimant count and rate by broad age group. Claimant rates at Cumbria level are below the national average for all age groups and this is also now the case for all districts because the young adult rate in Barrow has dropped below the national rate for the first time since data were first available in 1992.

Figure 10: Standard Claimant Count & Rate by Age Group in Cumbria - Dec 2024

1 1ga 2 101	Aged 1	9_2/	Aged 2		Aged 3		Aged 4		Aged 5	5-61	Total	
	Ageu i	0-24	Ageu 2	J-34	Ageu 3	J-44	Ageu 4	3-34	Ageu 3	3-04	TOtal	
	No	Rate	No	Rate								
UK	297,745	5.3%	405,190	4.5%	441,120	5.2%	323,200	3.6%	258,375	3.1%	1,729,970	4.1%
Cumbria	1,195	3.7%	1,680	3.2%	1,725	3.3%	1,080	1.5%	1,150	1.5%	6,855	2.3%
Cumberland	720	4.0%	1,060	3.5%	1,090	3.6%	605	1.6%	745	1.8%	4,230	2.6%
Allerdale	270	4.3%	370	3.6%	390	3.8%	220	1.6%	270	1.8%	1,530	2.7%
Carlisle	225	3.0%	435	3.5%	475	3.8%	255	1.7%	300	1.9%	1,695	2.6%
Copeland	225	5.1%	250	3.3%	220	3.0%	130	1.4%	175	1.6%	1,005	2.5%
Westmorland & Furness	470	3.2%	620	2.8%	640	2.8%	475	1.5%	405	1.2%	2,620	2.0%
Barrow	260	5.2%	310	3.8%	275	3.8%	175	1.9%	170	1.8%	1,195	3.0%
Eden	85	2.8%	105	2.1%	165	3.2%	100	1.3%	100	1.1%	560	1.8%
South Lakeland	130	2.0%	210	2.4%	205	2.0%	195	1.3%	135	0.8%	870	1.5%
of which LDNPA	40	1.7%	70	2.1%	95	2.4%	65	1.1%	55	0.8%	325	1.4%

Source: ONS (data are rounded). LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

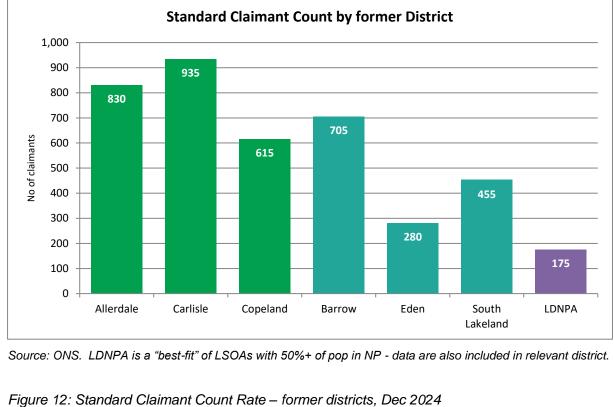
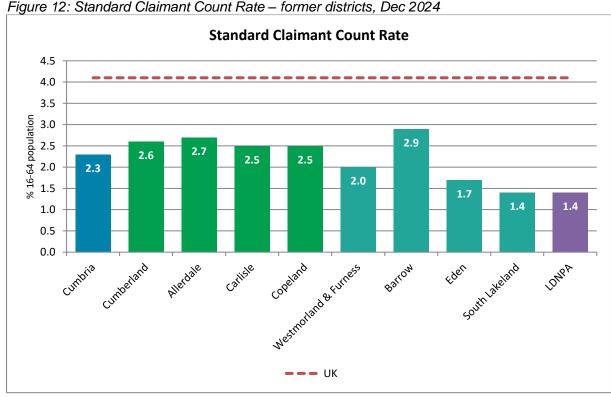
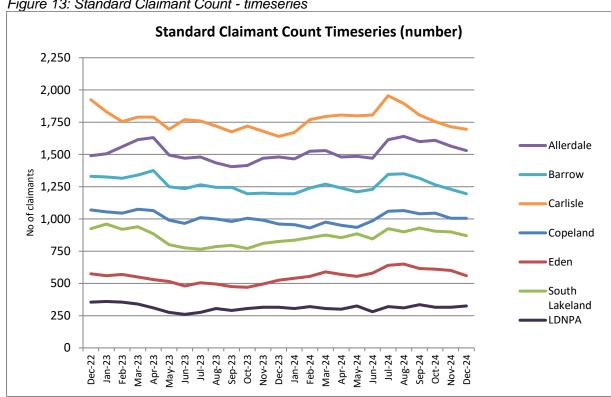
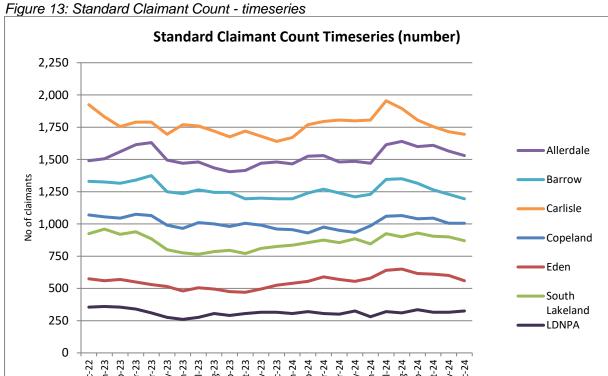


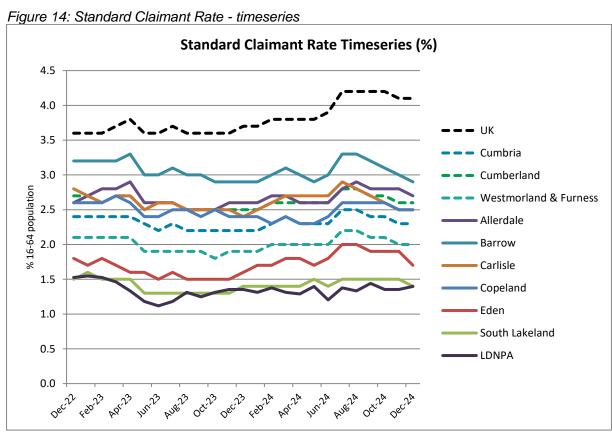
Figure 11: Standard Claimant Count – former districts Dec 2024



Source: ONS/DWP







6. UNIVERSAL CREDIT (released monthly) – count taken 12th Dec 2024

<u>Please see Appendix 1 at the end of the briefing for ward level data and data for Community Panel</u> / Locality Board areas.

NB: in May the Administrative Earnings Threshold (AET) increased meaning individuals earning below £892 (£1,437 for couples) per assessment period are required to take steps to increase their earnings. This impacts the number of claimants in the search for work category. The ongoing transfer of claimants from legacy benefits is also impacting the overall total on UC.

6a. Individuals on Universal Credit

There were 42,780 people on Universal Credit in Cumbria in Dec 2024 (both in work and out of work). This is a rise of 664 from the revised Nov total (+1.6%) and 4,979 more than a year ago (+13.2%). The count rose from last month in all the former district areas. The number searching/planning/preparing for work fell by 28, the number claiming while in work rose by 363 and the number with no work requirements rose by 622. The latest total means that 14.3% of the working age population is claiming Universal Credit compared to a national rate of 17.9%. The overall rate is below the national average in all parts of Cumbria. However, UC claimant rates for 18-24 year olds are above the national average in Allerdale, Barrow and Copeland and were also above the national average for 25-34 year olds in Allerdale, Barrow, Carlisle and Copeland and for 35-44 year olds in Allerdale and Copeland.

Figure 15: Universal Credit Claimants - Dec 2024 and monthly / annual change

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	Mal	е	Female		All Per	All Persons		Monthly Change (all persons)			Annual Change (all persons)		
	No Rate		No	Rate	No	Rate	No	% chg	Rate chg	No	% chg	Rate chg	
Great Britain	3,082,355	15.2%	4,318,740	20.6%	7,401,102	17.9%	135,118	1.9%	0.3%	1,093,050	17.3%	2.6%	
Cumbria	17,469	11.7%	25,308	16.8%	42,780	14.3%	664	1.6%	0.2%	4,979	13.2%	1.7%	
Cumberland	11,012	13.5%	15,776	19.0%	26,786	16.2%	406	1.5%	0.2%	2,860	12.0%	1.7%	
Allerdale	3,922	14.0%	5,612	19.6%	9,529	16.8%	146	1.6%	0.3%	903	10.5%	1.6%	
Carlisle	4,307	12.8%	6,371	18.6%	10,675	15.7%	168	1.6%	0.2%	1,297	13.8%	1.9%	
Copeland	2,784	13.8%	3,797	18.8%	6,586	16.3%	98	1.5%	0.2%	657	11.1%	1.6%	
W&F	6,456	9.6%	9,534	14.2%	15,993	11.9%	256	1.6%	0.2%	2,118	15.3%	1.6%	
Barrow	2,897	13.9%	4,018	19.6%	6,914	16.7%	110	1.6%	0.3%	921	15.4%	2.2%	
Eden	1,271	7.8%	2,018	12.4%	3,289	10.1%	38	1.2%	0.1%	455	16.1%	1.4%	
South Lakeland	2,293	7.7%	3,493	11.5%	5,788	9.6%	111	2.0%	0.2%	738	14.6%	1.2%	
of which LDNPA	843	7.2%	1,262	10.9%	2,107	9.1%	46	2.2%	0.2%	186	9.7%	0.8%	

Source: DWP (due to disclosure control, gender totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

Figure 16: Universal Credit Claimants by Age – Dec 2024

	Universal Credit Claimant Count and Rate by Age													
	Aged	18-24	Aged 25-34		Aged 3	Aged 35-44		Aged 45-54		Aged 55+		Total		
	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate	No	Rate		
Great Britain	744,352	13.6%	1,760,416	20.0%	2,169,460	25.2%	1,525,195	18.0%	1,192,101	13.0%	7,401,102	17.6%		
Cumbria	4,216	13.2%	10,655	18.8%	12,309	22.2%	8,170	12.5%	7,364	8.6%	42,780	14.0%		
Cumberland	2,551	14.4%	6,775	21.1%	7,752	24.9%	4,979	14.0%	4,695	10.2%	26,786	15.9%		
Allerdale	922	15.9%	2,296	21.9%	2,659	25.7%	1,861	14.6%	1,783	10.7%	9,529	16.4%		
Carlisle	958	12.6%	2,872	20.6%	3,212	23.9%	1,927	13.6%	1,686	9.5%	10,675	15.4%		
Copeland	670	15.6%	1,612	20.9%	1,882	25.4%	1,186	13.6%	1,229	10.4%	6,586	15.9%		
W&F	1,664	11.7%	3,878	15.8%	4,550	18.7%	3,196	10.8%	2,666	6.7%	15,993	11.6%		
Barrow	848	16.9%	1,881	21.4%	1,894	24.4%	1,207	14.1%	1,066	10.1%	6,914	16.4%		
Eden	279	8.6%	749	13.7%	959	16.6%	669	8.9%	628	6.1%	3,289	9.8%		
South Lakeland	535	9.0%	1,246	12.1%	1,700	15.6%	1,317	9.7%	978	5.2%	5,788	9.4%		
of which LDNPA	143	6.0%	412	12.5%	660	16.6%	481	8.3%	408	5.8%	2,107	9.1%		

Source: DWP (due to disclosure control, age totals may not sum to overall total): LDNPA is a "best-fit" of LSOAs with 50%+ of pop in NP - data are also included in relevant district.

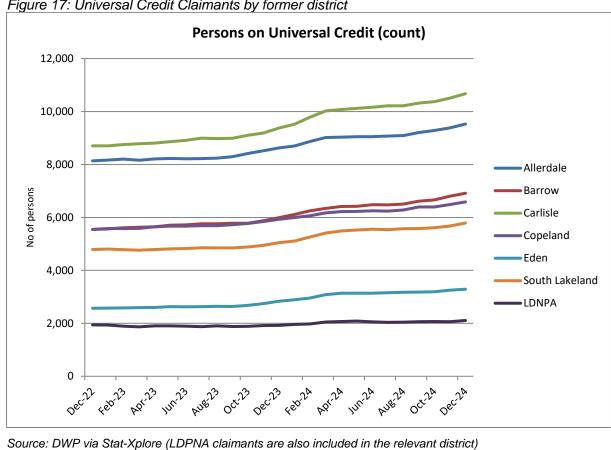
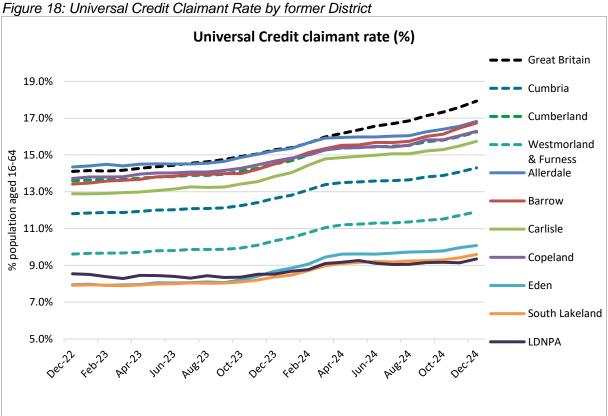


Figure 17: Universal Credit Claimants by former district



Universal Credit claimants are placed in a conditionality group based on their circumstances and work capability and this determines what is expected of them during their claim. In Dec 2024 the number of people searching/planning/preparing for work fell by 117, the number claiming while in work rose by 361 and the number with no work requirements rose by 425 (see note at start of this section).

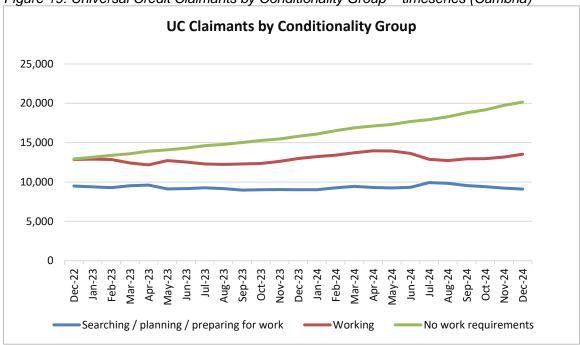


Figure 19: Universal Credit Claimants by Conditionality Group – timeseries (Cumbria)

Source: DWP via Stat-Xplore Note: Conditionality is based on an individual's circumstances on the count date)

In Dec 2024, almost three quarters of UC claimants (31,101) had been claiming for over 12 months an annual increase of 2,262 (7.8%). The highest proportions of these long term claimants were in the working and no work requirements conditionality groups (30% and 52% of the total respectively), although they may have been in different groups during their claim. Long term claimants made up 73% of all UC claimants.

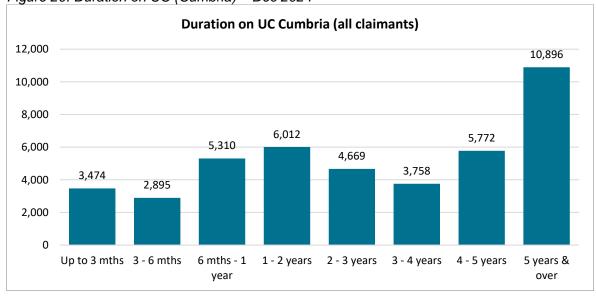


Figure 20: Duration on UC (Cumbria) - Dec 2024

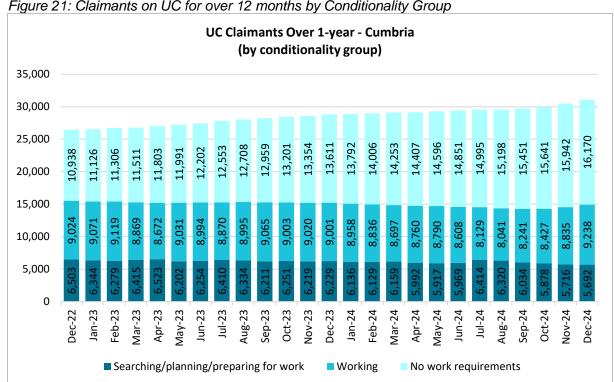


Figure 21: Claimants on UC for over 12 months by Conditionality Group

Source: DWP via Stat-Xplore

UC Health (NB: the release schedule for this dataset is different to other UC data)

In Sep 2024, 15,639 UC claimants were on "UC Health" which comprises those with a restricted ability to work supported by acceptable medical evidence (pre-Work Capability Assessment) or with a Limited Capacity for Work/Limited Capacity for Work & Work Related Activity) outcome. The number of such claimants has risen by 18.4% (+2,431) in the past year compared to an increase of 13.9% in the overall number of UC claimants. UC Health claimants made up 37.9% of all UC claimants in Cumbria in Sep 2024 which is higher than nationally (31.9%).

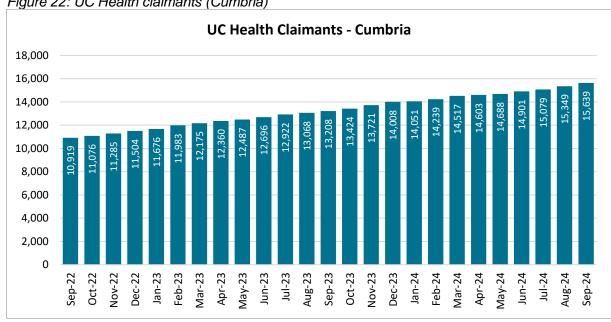


Figure 22: UC Health claimants (Cumbria)

6b. Starts to Universal Credit (next data release February 2025)

The data presented so far relate to the <u>stock</u> of Universal Credit claimants at a point in time (ie the total number of claimants irrespective of how long they have been claiming). The following data relate just to those who <u>started</u> claims in the period. Geographic analysis is based on the JCP office to which the original claim was made. These figures are only released once a quarter.

The number of starts on Universal Credit is primarily influenced by labour market conditions but there is also some element of administrative effect as claimants migrating onto UC from other benefits also count as a new start (it is not possible to separate the two in the data). This was particularly apparent in the early part of 2024 as the number of people migrating from Tax Credits to UC increased.

Starts on Universal Credit - Cumbria

2,000

1,800

1,600

1,400

1,000

800

1,000

800

Oct-23 Nov-23 Dec-23 Jan-24 Feb-24 Mar-24 Apr-24 May-24 Jun-24 Jul-24 Aug-24 Sep-24 Oct-24

Figure 23: Monthly Starts to Universal Credit – timeseries

Source: DWP via Stat-Xplore

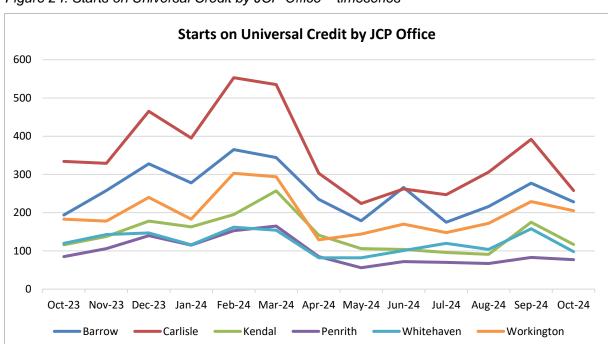


Figure 24: Starts on Universal Credit by JCP Office - timeseries

6c. Households on Universal Credit (next data release February 2025)

Data for **households** on Universal Credit are only released quarterly which puts them out of line with the data for individuals. The most recent household data are for <u>Aug 2024</u> when there were 34,997 households on Universal Credit in Cumbria, a rise of 3,764 from the same month last year (12.1%). The number of households on UC rose year on year in all 6 districts in Cumbria with the biggest percentage increase in Eden (+17.0%).

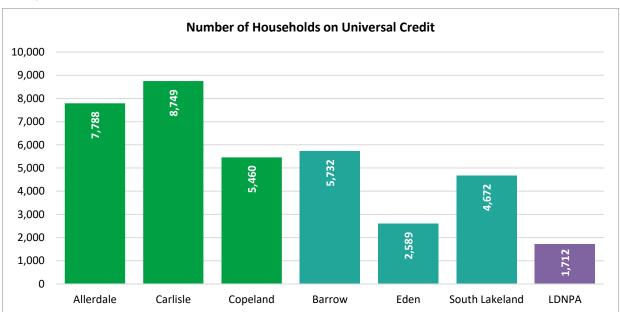
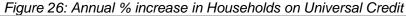
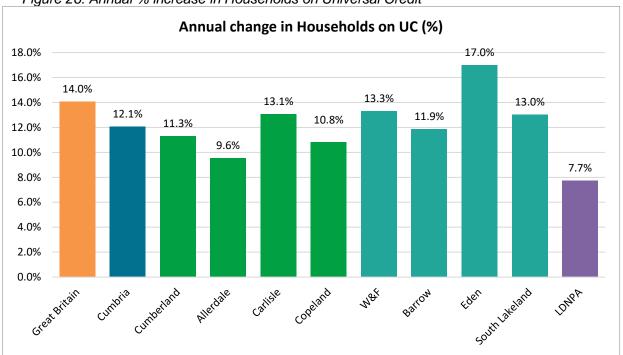


Figure 25: Number of Households on Universal Credit by former district





Source: DWP via Stat-Xplore Note: LDNPA is a "best-fit" comprising LSOAs with 50%+ of area within NP. LDNPA claimants are also included in the relevant district

An estimated 32,322 children in Cumbria were living in UC households in Aug 2024. The number has risen by 5,354 from Aug last year (19.9%). The number of households containing children has increased by 18.5% year on year compared to a rise of 6.4% in households without children. More specifically, couple households with children have increased by 23.9% year on year and single households with children have risen by 16.6%. Note: a child is anyone declared as living in a household on UC who is under 20 and whose details have been verified by DWP

Estimated children in UC households - Cumbria 35,000 30,000 25,000 20,000 15,000 10,000 5,000 0 Jan-23 Feb-23 War-23 Vlay-23 Jun-23 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Mar-24

Figure 27: Estimated children in UC households - timeseries

Source: DWP via Stat-Xplore

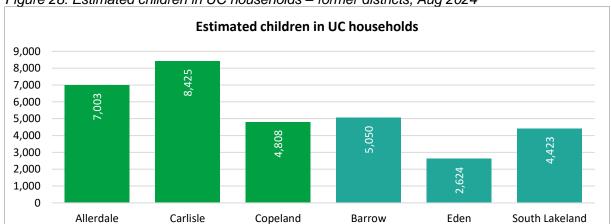


Figure 28: Estimated children in UC households – former districts, Aug 2024

Source: DWP via Stat-Xplore

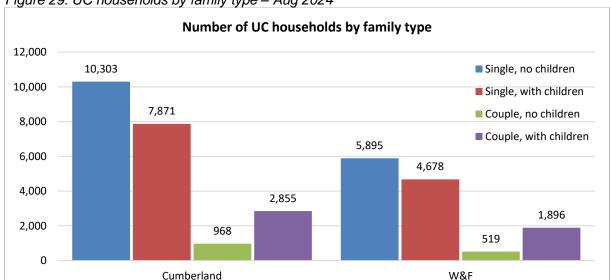


Figure 29: UC households by family type – Aug 2024

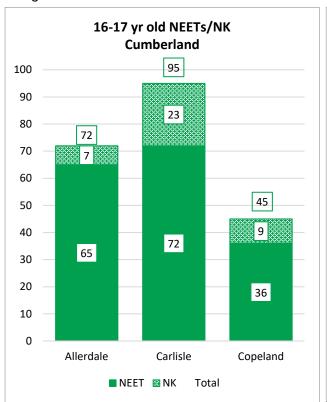
7. NEETs & Participation (released monthly)

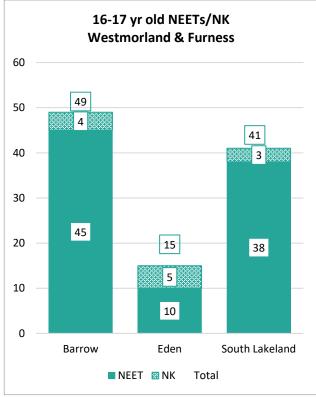
7a. Not in Education, Employment or Training (NEET)

Young people are described as NEET if they are not in any form of education, employment or training. Those whose status is Not Known at the time of follow up are also classed as NEET.

In Nov 2024, there were 322 16-17 year olds classed as NEET in Cumbria (266 NEET and 56 whose status was Not Known). This is 31 fewer than in Oct which is to be expected at this time of year as most young people have made their post-16 choices.

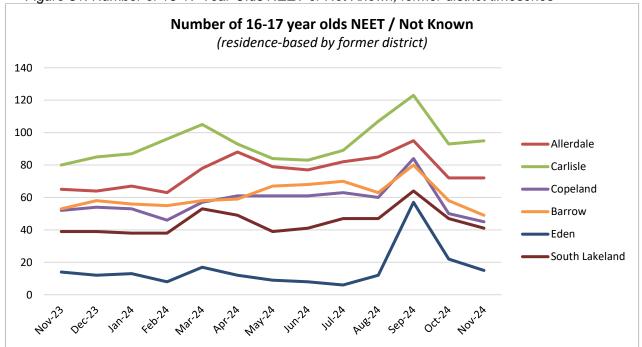
Figure 30: Number of 16-17 Year Olds NEET or Not Known, Nov 2024





Source: Inspira / Cumbria Intelligence Observatory. NB: district totals may not sum to unitary total.

Figure 31: Number of 16-17 Year Olds NEET or Not Known, former district timeseries



Source: Inspira / Cumbria Intelligence Observatory

The county NEET/NK rate (% of cohort) was 3.1% in Nov 2024. The rate was 3.6% in Cumberland 2.3% in Westmorland & Furness. No national comparison is available as many areas still do not undertake full tracking activity at this time of year.

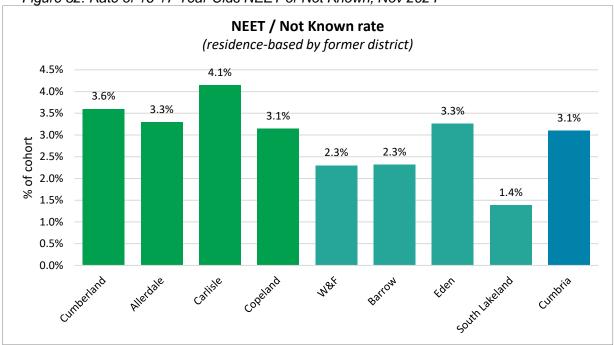
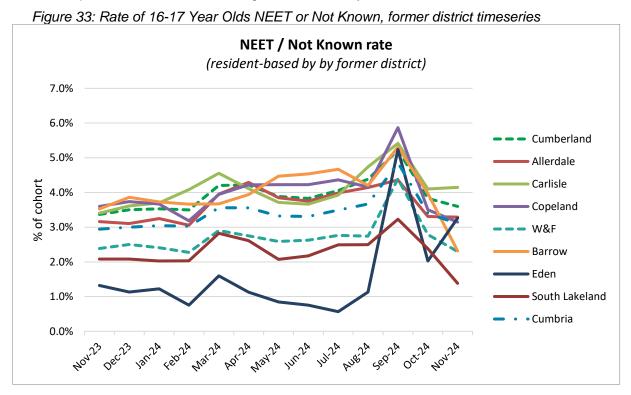


Figure 32: Rate of 16-17 Year Olds NEET or Not Known, Nov 2024

Source: Inspira / NCCIS / Cumbria Intelligence Observatory



Source: Inspira / NCCIS / Cumbria Intelligence Observatory

7b. Participation

The Education & Skills Act 2008 introduced a requirement for young people to remain in education or training until at least their 18th birthday and a duty on local authorities to encourage, enable and assist young people to participate. As part of the tracking process that produces the NEET data, participation data is also produced at county level on a monthly basis.

In Nov 2024, 90.5% of young people in Cumbria were classed as meeting the participation requirement. The rates were 88.8% in Cumberland and 92.7% in Westmorland & Furness. As with the NEET/NK data, no national comparison is available at this time of year.

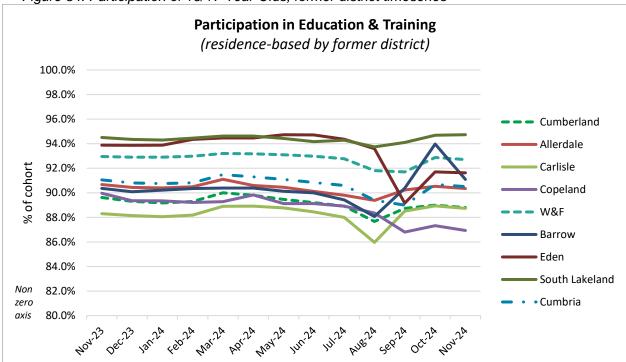
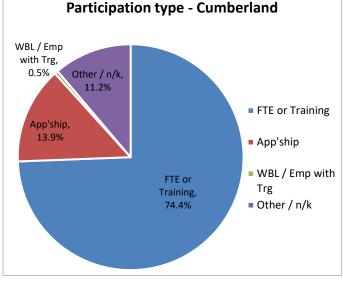


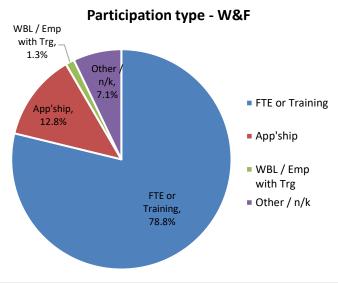
Figure 34: Participation of 16/17 Year Olds, former district timeseries

Source: Inspira / NCCIS / Cumbria Intelligence Observatory



Figure 35: Participation of 16/17 Year Olds, by activity type – Nov 2024





Source: NCCIS

8. JOB POSTINGS

The following data are drawn from Lightcast, an interactive tool which delivers real time access to job postings from a range of sources including job boards, employer sites, newspapers, public agencies etc. Data extraction and analysis technologies mine and code data from each posting to provide analysis on occupations and skills.

During Dec 2024 there were 7,796 active job postings in Cumbria, 3,094 of which were new postings during the month. The number of active postings was 406 lower than in Nov (-5.0%) and the number of new postings fell by 494 (-13.8%). Active postings fell in the former district areas of Allerdale, Barrow, Carlisle and Eden but rose slightly in Copeland and South Lakeland.

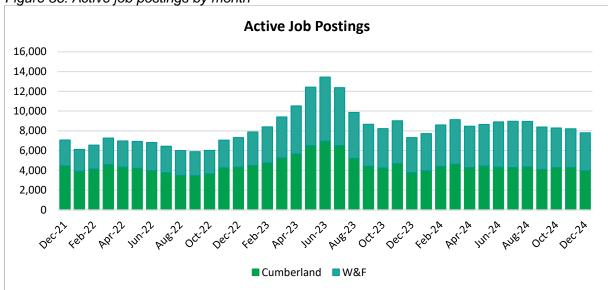
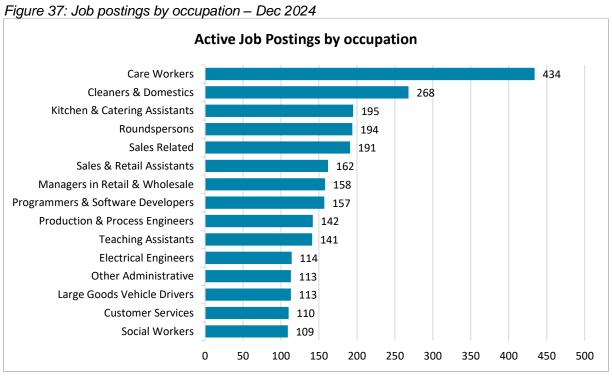


Figure 36: Active job postings by month

Source: © Lightcast 2024

The most commonly advertised jobs were for care workers, cleaners & domestics and kitchen & catering assistants.



Source: © Lightcast 2024

The sector posting the most vacancies was employment activities (most of these will be recruitment agencies where the sector of the actual job cannot be determined). This was followed by health, manufacture of other transport equipment, retail and food & beverage services.

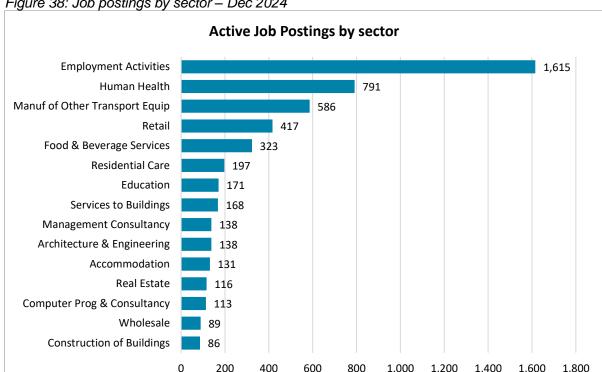
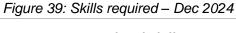


Figure 38: Job postings by sector - Dec 2024

Source: © Lightcast 2024

The web scraping software analyses key words about job requirements and where possible classifies them as "specialised skills" which are those specific to a job role and as "common skills" which are typically self-developed / personal attributes that candidates need.





Top Common Skills Required Communication 2,102 1,498 Management **Customer Service** 1,177 **Detail Oriented** 690 Sales 633 **Planning** 630 Leadership 629 Operations 574 **Problem Solving** 507 Organizational Skills 423 **English Language** 412 Teaching 403 Interpersonal 391 Teamwork 333 Training & Dev 330 500 1,000 1,500 2,000 2,500

Source: © Lightcast 2024

Active postings fell month on month in the former district areas of Allerdale, Barrow, Carlisle and Eden but rose slightly in Copeland and South Lakeland. The specific locations mentioned most frequently in postings were Carlisle, Barrow, Kendal and Penrith.

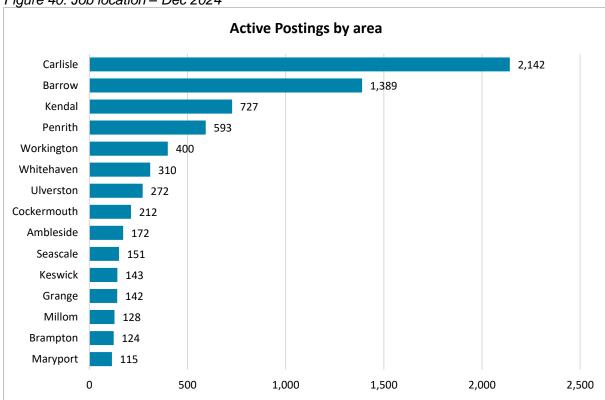
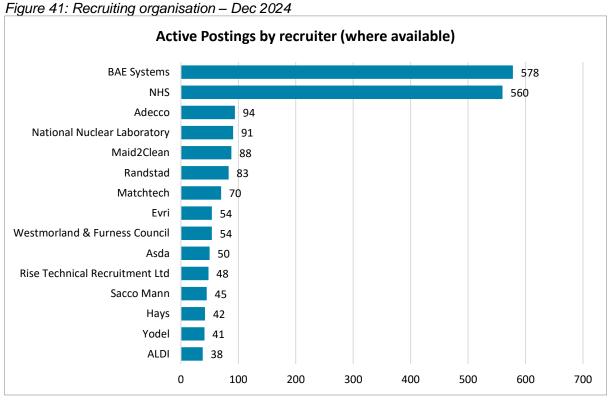


Figure 40: Job location - Dec 2024

Source: © Lightcast 2024

BAE Systems swapped places again with the NHS as the organisation with the most active job postings during the month.



Source: © Lightcast 2024

9. BUSINESS START-UPS

9a. Small business start-ups

The following data are from BankSearch, a service which collects data from Barclays, Co-operative Bank, HSBC, Lloyds Banking Group, Royal Bank of Scotland Group, Santander and TSB Bank. In addition, the dataset now includes Neobank / Challenger bank starts. A 'Start-up' reflects the opening of a first current account from a small business banking product range by a business new to banking or previously operated through a personal account. The data exclude businesses operating through personal accounts, those without banking relationships or those banking with institutions other than those mentioned.

There were 146 business start-ups in Cumbria in Nov 2024, 22 fewer than the previous month and 52 fewer than the same month last year. Over the quarter (Sep-Nov) there were 459 start-ups which is 25 fewer than last quarter and 133 fewer than the same quarter last year.

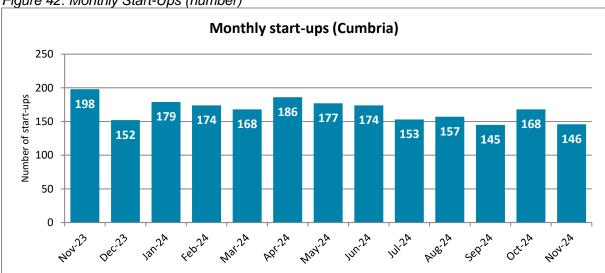
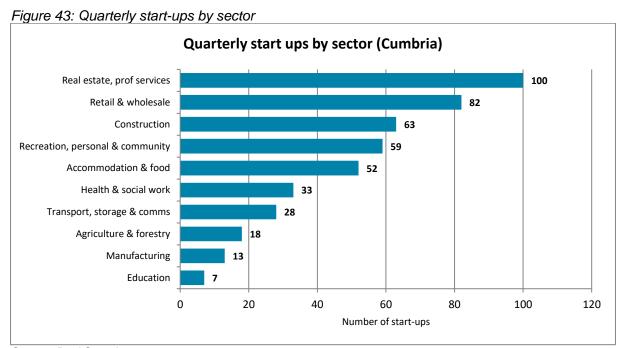


Figure 42: Monthly Start-Ups (number)

Source: BankSearch

The highest volume of start-ups in the quarter (Sep--Nov) was in real estate, prof services & support activities (100) followed by retail & wholesale (82), construction (63) and recreation, personal & community services (64).



Source: BankSearch

9b: New Companies House Incorporations

These data represent new entries on the Companies House database where the registered office is Cumbria. NB: a change of name, address, merger or other changes can result in a new record and therefore these figures do not necessarily represent newly formed businesses.

There were 165 new Companies House incorporations in Nov 2024, down by 55 from the previous month and 91 fewer than the same month last year. New registrations fell in both Cumberland and Westmorland & Furness.

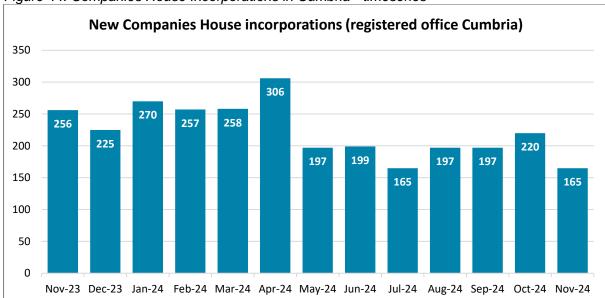


Figure 44: Companies House Incorporations in Cumbria - timeseries

Source: BankSearch, data relate to registered office address.

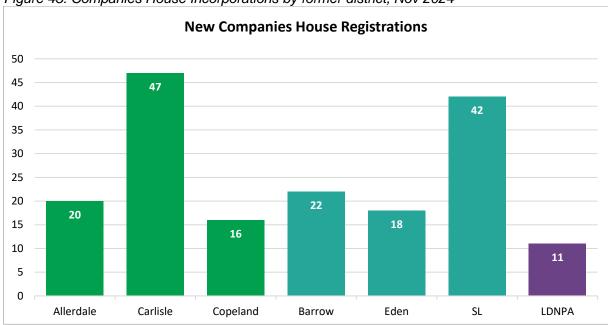


Figure 45: Companies House Incorporations by former district, Nov 2024

Source: BankSearch Note 1: LDNPA area is a "best-fit" comprising wards with 50%+ of area within NP. Note 2: LDNPA starts are also counted in the relevant district. Note 3: Data relate to registered office address.

10. COMPANIES HOUSE STOCK – ACTIVE, DISSOLVED, FINANCIAL HEALTH

These data are extracted from the FAME database of over 5 million active companies (including unincorporated businesses) and measure those with a registered office or primary trading address in Cumbria.

At the end of Dec 2024 there were 30,615 entries on the FAME database for Cumbria, a decrease of 40 from last month. There were 218 dissolutions/liquidations (215 dissolutions, 3 liquidations) in Dec 2024 which is 49 more than last month.



Figure 46: Stock of Active Companies - timeseries

Source: FAME (Bureau Van Dijk)

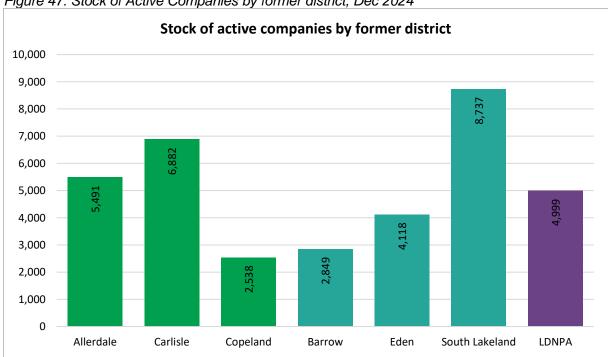


Figure 47: Stock of Active Companies by former district, Dec 2024

Source: FAME (Bureau Van Dijk) Note: LDNPA also included in relevant district.

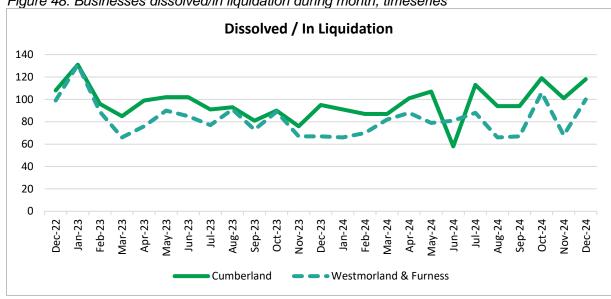


Figure 48: Businesses dissolved/in liquidation during month, timeseries

Source: FAME (Bureau Van Dijk)

Of the businesses which were active in Cumbria in Dec 2024, 1,803 had shown an increase of 10% in either employment or turnover in their most recent accounts whilst 1,450 had shown a decrease. This repesents 5.9% of businesses growing on one or both measures and 4.7% declining. In both cases these percentages are higher than for the UK as a whole. (NB: the majority of businesses do not file detailed accounts at Companies House. Business may appear in both measures if they reported differing trends in employment and turnover.)

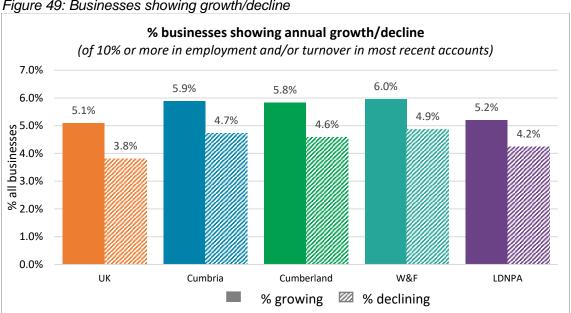


Figure 49: Businesses showing growth/decline

Source: FAME (Bureau Van Dijk). Note: LDNPA also included in relevant district.

At the end of Dec 2024, 670 companies in Cumbria had a high risk credit score (1-20) which is 4.2% of the companies on the system with a score and compares to to 6.8% nationally. It was highest in the former district area of Barrow (7.3%).

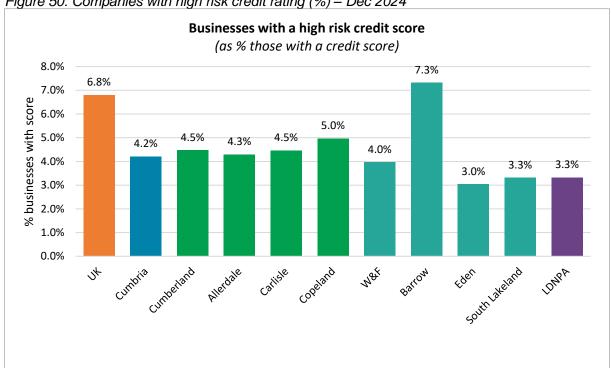


Figure 50: Companies with high risk credit rating (%) – Dec 2024

Source: FAME (Bureau Van Dijk) NB: % is of all active businesses with a credit score.

Appendix 1

Figure 51: Ward claimant data

ColMBERLAND Color Colo	Figure 51: Ward clai			/104 /110 =		1-1	11-2				
GB No Nate No Nate No Nate No Nate No Nate Candroina 1,800,598 2.3 1-160 2.3 -0.10 74,971,02 11,32 105 0.2 0.0 74,971,02 14.3 1604 1.5 0.0 2 0.0 0.0 26,788 1.62 1.05 0.0 0.0 26,788 1.62 1.05 0.0 0.0 26,788 1.15 0.0 1.0 2,424 2.30 0.0 1.0 2,428 1.0 2.0 0.0 0.0 0.0 0.0 1.0 1.0 0.0	CUMPERI AND										
CB	CUMBERLAND										
Cumbria 6,855 2.3 -160 2.3 -0.1 42,780 1.4.3 664 1.6 0 0 Cumbreland 4,230 2.6 6.5 -1.2 0.0 26,786 1.0 1.0 20.0 25,786 1.0 4,244 2.3 6.6 1.0 0.0 0.0 3,577 1.95 82 2.3 0.0 ABORDER, Fellside & North Carlsie 370 1.6 -15 -0.1 4,444 2.3 66 1.0 0.0 AFells & Sown 355 1.8 1.0 3.1 0.1 2,256 9.9 25 1.1 7.0 0.2 SLakes to Sea 540 2.2 -10 -1.9 0.0 3,475 1.2 4.6 1.5 0.2 Elbar 755 2.3 0.0 0.0 3,47 1.1 0.2 SLAND 2.0 2.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0											
Cumberland 4_230 2_6 -55 -1_2 0.0 0.0788 11_2 406 1.5 0_2 3 2 0 3 2 95 8_2 3 0 0 0 0 0 3678 19_5 8_2 3 0 1 -15 -0.1 4_444 23.9 66 1.5 0 A Fellis & Solway 335 1.8 10 3.1 0.1 2_210 11.8 35 1.7 1 0 Lakes to Sea 540 2.2 1.0 1.18 0.0 3.485 1.1 0 0 E.Workington Together 715 3.6 -5 0.7 0.0 4.179 212 45 1.1 0 0 Willinghaven G. Coastal 550 2.4 20 4.1 0.0 3.527 17.3 4.8 1.0 0 4.0 1.0 1.0 0 4.0 1.0 1.0 0 0 0											
Loranies West											
2-Petteri 675 3.6 -10 -1.5 -0.1 4.444 23.9 68 1.5 0.4											
3Border, Fellside & North Carlisle 370 1.6 -15 -3.9 -0.1 2,266 9.9 25 1.1 0.1											
4-Fells & Solway											
SLakes to Sea 540 22 -10 -18 0.0 3.485 142 47 1.4 0.2	·										
6.Morkington Together 715 3.6 -5 -0.7 0.0 4.179 212 45 1.1 0.2	·										
South Cumberland											
South Cumberland 506 2.4 20 4.1 0.1 3.054 14.8 4.4 1.5 0.2											
Aspatria											
Belle Nue	8.South Cumberland	505	2.4	20	4.1	0.1	3,054	14.8	44	1.5	0.2
Belle Nue	Aspatria	115	3.8	5	4.3	0.0	541	17 7	6	11	0.2
Belle Vue											
Bothels Wharrels											
Bothels Wharrels											
Bramsty											
Bransty											
Caster 205 5.0 15 7.7 0.2 887 21.6 30 3.5 0.7											
Cleator Moor East & Frizington 90 2.8 5 6.7 0.5 529 16.2 10 1.9 0.3	-										
Cleator Moor West											
Cockermouth North											
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Corby & Hayton											
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	Yewdale	50	1.6	-5	-10.0	0.0	457	14.5	3	0.7	0.1

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	Claima	nt Count	(JSA / UC s			Universal Credit (all claimants)					
WESTMORLAND & FURNESS	Dec 20)24	Change	from Nov	2024	Dec 20	24	Change	from No	v 2024	
	No	Rate	No	%	Rate	No	Rate	No	%	Rate	
GB	1,690,595	4.1	4,890	0.3	0.0	7,401,102	17.9	135,118	1.9	0.3	
Cumbria	6,855	2.3	-160	-2.3	-0.1	42,780	14.3	664	1.6	0.2	
Westmorland & Furness	2,620	2.0	-110	-4.0	-0.1	15,993	11.9	256	1.6	0.2	
Barrow	1,195	2.9	-35	-2.8	-0.1	6,914	16.7	110	1.6	0.3	
Eden	560	1.7	-45	-7.1	-0.1	3,289	10.1	38	1.2	0.1	
South Lakeland	870	1.4	-30	-3.3	0.0	5,788	9.6	111	2.0	0.2	
Alston & Fellside	60	1.6	-5	-7.7	-0.1	334	8.9	0	0.0	0.0	
Appleby & Brough	65	1.9	0	0.0	-0.1	347	10.1	2	0.6	0.1	
Bowness & Lyth	30	1.3	5	20.0	0.2	191	8.6	2	1.1	0.1	
Burton & Holme	20	1.0	0	0.0	0.2	145	7.0	6	4.3	0.3	
Coniston & Hawkshead	15	0.9	-5	-33.3	0.0	137	8.0	13	10.5	0.8	
Dalton North	60	1.6	5	9.1	0.1	315	8.5	7	2.3	0.2	
Dalton South	70	1.9	0	0.0	0.0	428	11.5	13	3.1	0.3	
Eamont & Shap	35	1.4	-5	-11.1	-0.4	203	8.3	-2	-1.0	-0.1	
Eden & Lyvennet Vale	45	1.3	-10	-18.2	-0.3	241	7.1	10	4.3	0.3	
Grange & Cartmel	75	1.4	-5	-5.9	-0.2	405	7.6	9	2.3	0.2	
Greystoke & Ulswater	35	1.4	0	0.0	0.2	127	5.2	0	0.0	0.0	
Hawcoat & Newbarns	65	1.1	-10	-15.4	0.0	392	6.4	5	1.3	0.1	
Hesket & Lazonby	30	0.8	-5	-12.5	-0.3	213	5.8	5	2.4	0.1	
High Furness	30	1.4	0	0.0	0.0	143	6.5	5	3.6	0.2	
Kendal Castle	35	1.0	-5	-14.3	0.0	242	7.0	3	1.3	0.1	
Kendal Highgate	75	2.0	5	7.1	0.1	642	17.2	6	0.9	0.2	
Kendal Nether	75	1.9	-5	-6.3	-0.1	495	12.5	1	0.2	0.0	
Kendal South	45	1.3	-5	-10.0	-0.1	294	8.4	1	0.3	0.0	
Kendal Strickland & Fell	80	1.9	-10	-10.5	-0.4	633	15.1	11	1.8	0.3	
Kent Estuary	40	1.3	-5	-10.0	-0.3	292	9.2	9	3.2	0.3	
Kirkby Stephen & Tebay	50	1.7	-5	-10.0	0.0	325	11.3	7	2.2	0.2	
Levens & Crooklands	15	0.7	0	0.0	0.0	121	5.6	1	0.8	0.0	
Low Furness	25	1.1	0	0.0	0.0	147	6.2	4	2.8	0.2	
Old Barrow	500	6.2	-25	-4.7	-0.4	2,660	32.9	40	1.5	0.5	
Ormsgill & Parkside	230	3.3	15	7.0	0.2	1,243	17.8	28	2.3	0.4	
Penrith North	85	1.9	-5	-5.3	-0.2	614	13.4	3	0.5	0.1	
Penrith South	150	2.5	-5	-3.3	0.0	886	14.7	3	0.3	0.0	
Risedale & Roosecote	160	2.5	-20	-11.1	-0.3	1,071	16.5	18	1.7	0.3	
Sedbergh & Kirkby Lonsdale	40	0.9	10	28.6	0.1	260	5.8	3	1.2	0.1	
Ulverston	150	2.1	-15	-9.7	-0.1	841	11.9	13	1.6	0.2	
Upper Kent	30	1.3	-5	-14.3	-0.2	201	8.4	3	1.5	0.1	
Walney Island	110	1.8	-10	-8.7	-0.1	811	13.1	14	1.8	0.2	
Windermere & Ambleside	95	1.5	20	25.0	0.2	602	9.7	25	4.3	0.4	

Source: ONS/DWP – Cumbria Intelligence Observatory calculations, totals may not sum due to rounding & disclosure controls

Areas contained in Cumberland Community Panels / Westmorland & Furness Locality Board Areas

	Cumberland Co	mmunity Panels	
Community Panel	Wards covered	Community Panel	Wards covered
	Belle Vue		Bothel & Wharrels
	Castle		Cockermouth North
1.Carlisle West	Denton Holme		Cockermouth South
	Morton	5. Lakes to Sea	Dearham & Broughton
	Yewdale		Keswick
	Botcherby		Maryport North
	Currock		Maryport South
2. Petteril	Harraby North		Harrington
	Harraby South	6 Markington	Moss Bay & Moorclose
	Upperby	6. Workington Together	Seaton
	Belah	Together	St. John's & Great Clifton
	Brampton		St Michael's
2 Dordon Folloido 9	Corby & Hayton		Bransty
Border, Fellside & North Carlisle	Houghton & Irthington		Egremont North & St. Bees
North Cambie	Longtown	7. Whitehaven &	Hillcrest & Hensingham
	Stanwix Urban	Coastal	Howgate
	Wetheral		Kells & Sandwith
	Aspatria		Mirehouse
	Dalston & Burgh		Cleator Moor East & Frizington
4. Fells & Solway	Solway Coast		Cleator Moor West
	Thursby	8. South Cumberland	Egremont
	Wigton	o. South Cumbenand	Gosforth
			Millom
			Millom Without
	& Furness Locality Boards		
Locality Board	Areas covered		
Eden	former Eden district		
South Lakeland	former South Lakeland district		
Furness	former Barrow-in-Furness district		

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